



**ROSE MERC
LIMITED**

तमसो ऽ मा ज्योतिर्गमय



15/B/4, New Sion Chs Swami Vallabhdas Road,
Opp SIFS College, Behind Dmart Store,
Sion West, Mumbai-22.

GSTIN : 27AACCR3663B1ZM
CIN : L93190MH1985PLC035078

May 29, 2024

To,
BSE Limited
The Corporate Relations Department,
BSE Limited, P] Tower, Dalal Street,
Fort, Mumbai-400001

BSE Scrip Code:512115 Scrip ID:ROSEMER

Subject: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Rose Merc Ltd, through its group company, LK Vet Care, receives technical approval from National Dairy Development Board (NDDB) for its patented DFSTS

Dear Sir,

Rose Merc Ltd (RML) is pleased to announce that its group company, LK Vet Care Pvt. Ltd. (RML holds a 50% stake in LK Vet Care Pvt. Ltd.), has received technical approval from the National Dairy Development Board (NDDB) for its product, the Digital Frozen Semen Thawing System (DFSTS).

The NDDB recently issued a tender for the supply of 1.45 lakh Automatic Frozen Semen Thawing Kits under the Rashtriya Gokul Mission (RGM) 2014. Launched in December 2014, RGM focuses on the development and conservation of indigenous bovine breeds. This scheme is critical for enhancing milk production and productivity to meet the growing demand and to make dairying more remunerative for rural farmers. By increasing milk production, the initiative aims to elevate the lives of rural farmers and contribute significantly to the rural economy.

LK Vet Care submitted its DFSTS product, which is patented, to the NDDB for approval. The technical committee of the NDDB approved LK Vet Care's product on all 22 stringent parameters detailed in the technical tender qualifying criteria. With this approval, LK Vet Care is one step closer to winning a portion of 1.45 lakh kits. The next stage will involve commercial pre-qualifications, which all technically approved companies must face. Given its patented technology and extensive industry experience, LK Vet Care's management remains confident in meeting the commercial bid requirements.

The DFSTS will be provided to grassroots-level artificial inseminators in rural villages. These units are expected to enhance the success rate of artificial insemination, thereby increasing farmers' incomes. Additionally, the DFSTS will integrate data (such as date, temperature, and semen type) with the Bharat PashuDhan App through API, supporting the government's digitization efforts. This integration will further aid in improving the efficiency and effectiveness of dairy farming, leading to a more robust and thriving rural economy.

We request the Stock Exchange to take on record the aforesaid.

Thanking You,
Yours Faithfully

For Rose Merc Limited

Vaishali Parkar Kumar
Executive Director
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